

Play Every Day Video Contest

Overview, Guidelines and Rules



CONTEST OVERVIEW

The Play Every Day campaign, run through the Alaska Department of Health and Social Services (DHSS), is sponsoring a video PSA contest focused on choosing healthy drinks, such as water and low-fat milk.

Contestants will submit a 25-second public service announcement video, also called a PSA, that shares important messages related to Play Every Day. The contest is open to all public school students in grades K-6 in Alaska. No entry fee is required. A panel of judges from the Play Every Day campaign will select the winners.

The winning entries will be promoted on the department website, the Play Every Day website (playeveryday.alaska.gov) and through social media including Facebook, Twitter and YouTube.

Students may work in teams or as individuals to produce their PSA entry. Adults may assist with production, but should provide guidance only. Adults are allowed to be actors or cameramen, but not content contributors. Students must submit their entries through a teacher or school staff member. Teachers or school staff members may sponsor more than one entry.

CONTEST GUIDELINES AND RULES

Eligibility

All students in grades K-6 attending Alaska public schools are eligible to participate. A teacher or another school staff member must sponsor entries.

Timeline

Contest End Date: 5:00 p.m., October 30, 2015
Winners will be announced in late November 2015.

To Enter

Step 1: Be sure to follow contest directions when creating your video.

Contact Ann Potempa (playeveryday@alaska.gov or 907-269-3433) if you have questions.

Step 2: Create your video. Have fun and be creative!

Videos must:

- Be 25 seconds in length.
- Be in one of the following digital video formats: AVI, MOV, MPG, or WMV.
- Educate and encourage Alaska children to choose healthy drinks.
- Be new and creative. Videos previously exhibited as part of a promotion or contest of any kind will not be accepted.
- Students can keep it simple and focus their PSA on drinking water or low-fat milk for the best health. Or, they can take it a step further and encourage their peers to reduce the number of sugary beverages they drink.



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Include at least one of the following phrases, either spoken or typed on the screen:

- Choose healthy drinks. Drink water or low-fat milk.
- For the best health, drink water or low-fat milk.
- All these sugary drinks add up to tooth decay, obesity and diabetes. Just drink water or low-fat milk.
- Skip all that added sugar. Drink water or low-fat milk.
- Water and a healthy snack is all it takes to bounce back.

Be labeled with:

- Name of the teacher or other school staff member
- Contact phone and email address
- School name
- School address
- Student name(s)
- PSA title

Mention only generic names for sugary drinks, and show only generic labels and bottles, cans or containers.

- You CAN focus on any type of sugary drink in your PSA: soda, fruit-flavored drinks, sports drinks, energy drinks, powdered drinks or vitamin-enhanced drinks.
- If you include a sugary drink or a beverage of any kind in your PSA, you CANNOT refer to it by a brand name. Instead, call the drinks "soda," "fruit-flavored drink," "sports drink," "energy drink," "vitamin-enhanced drink," or "powdered drink."
- If you include a sugary drink or a beverage of any kind in your PSA, you CANNOT show the branded bottle or label. We have an easy solution for you. You can download generic sugary drink labels and stick them on your bottles or drink pouches. We also have generic labels for milk and water. If you can't get these images to download, we are happy to mail you generic labels that you can use in your

PSAs. Please email playeveryday@alaska.gov and type in your subject line "PSA Challenge: Request for drink labels."

- The easiest bottles to use in your PSAs are 20-ounce generic soda bottles or 2-liter soda bottles. Empty the bottle and fill it with the sugary drink you are using in your PSAs. Then re-label the bottle with the appropriate generic sugary drink label. Watch Play Every Day's PSAs to see how we film sugary drinks. Have questions? Don't hesitate to ask. Please email playeveryday@alaska.gov.

Videos must NOT contain:

- Material that violates, or infringes on, another's rights, including, but not limited to privacy, publicity, and intellectual property.
- A focus on brand names or trademarks (other than Play Every Day)
- Spoken or written words that name specific brands of sugary drinks, including sodas, sports and energy drinks, vitamin-enhanced water beverages, powdered drinks and fruit-flavored drinks.
- Any branded labels for any type of beverage, including sugary drinks, water and milk.
- Copyrighted material (such as music tracks or snippets of copyrighted programs) without necessary authorizations.
- Material that is inappropriate, indecent, obscene, hateful, defamatory, slanderous or libelous.
- Material that promotes bigotry, racism, hatred or harm against any group or individual or promotes discrimination based on race, sex, religion, nationality, disability, sexual orientation or age.
- Material that is unlawful, in violation of, or contrary to the laws or regulations where the video is created.



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Step 3: Fill out an entry form and media release(s)

In order to enter the contest, you'll need to fill out one entry form and submit signed DHSS media release forms for each adult and child who appears in the video. All forms are located on the Play Every Day website. Parents and/or legal guardians must print and sign their names on media releases for children under age 18.

Entries will NOT be accepted...

- Without sponsorship by a school teacher or another school staff member.
- If they display non-student work (sponsoring teachers or another school staff member should allow the students to take lead in the creative direction and production of the PSA, though they can advise on what might work and not work). Sponsoring teachers or adult school staff members also may do the filming of the PSA.
- If they fail to include necessary paperwork.
- If they are received after the deadline.

Step 4: Submit your video and forms by October 30, 2015, 5:00 p.m. AKST

Entries may be submitted via electronic submission or hard copy.

a. Electronic submissions (preferred method)

- Upload the video PSA to YouTube or Vimeo (you will need an account to do so) and email the entry form, signed media release forms and video link to: playeveryday@alaska.gov with the email subject line [Your School] Play Every Day PSA Contest Submission.

b. Hard copy

- Mail the entry form, signed media release forms and video PSA (DVD or thumb drive) to:

Ann Potempa

State of Alaska, Section of Chronic Disease
Prevention and Health Promotion
3601 C St., Suite 722
Anchorage, AK 99503

NOTE: If mailed, your entry will not be returned to you. Please save a copy for yourself. Play Every Day is not responsible for any videos that are lost, damaged, or that do not play properly. Winning contestants may be asked to provide Play Every Day with their submission in its original format.

Judging Criteria

Members of the Play Every Day campaign will judge entries. The judges' decision is final. Entries will be evaluated accordingly:

- Creativity (20%)
- Content meets stated contest criteria (20%)
- Content shows how students choose healthy drinks, such as water or low-fat milk (20%)
- Technical quality of the submission (20%)
- Overall Presentation (20%)

Prize

The only compensation for submitting a video is the opportunity to be awarded a prize if the entry wins. The winning entries will be promoted on the DHSS website, the Play Every Day website (playeveryday.alaska.gov) and through social media including Facebook, Twitter and YouTube.

Prizes will be given to the school, the students, and sponsoring teacher or school staff member at each level (1st, 2nd, 3rd place). The following prizes will be awarded to each winner:



1ST PLACE

- \$500 gift card for the school to purchase physical activity equipment
- Play Every Day T-shirt and reusable water cup for each team member, teacher/school staff sponsor and principal (while supplies last)

2ND PLACE

- \$300 gift card for the school to purchase physical activity equipment
- Play Every Day T-shirt and reusable water cup for each team member, teacher/school staff sponsor and principal (while supplies last)

3RD PLACE

- \$200 gift card for the school to purchase physical activity equipment
- Play Every Day T-shirt and reusable water cup for each team member, teacher/school staff sponsor and principal (while supplies last)

Additional Rules

1. Ownership of the underlying intellectual property of the project remains with the entrant, with the following exceptions:
 - Entrants grant Play Every Day the right to use their names, photographs, statements, quotes, testimonials, and video submissions for advertising, publicity, and promotional purposes without notification or further compensation.
 - Entrants also grant Play Every Day the right to use, reproduce, reprint, distribute, and/or display the entrant's project video without further compensation or notification to the entrant.
 - Play Every Day maintains the right to reproduce, reprint, distribute, display or exhibit the project for advertising, publicity and promotional purposes on its website, at conferences, or at any other venues.

2. By accepting the prizes, winners agree to hold Play Every Day and all Play Every Day employees harmless against any and all claims and liability arising out of use of such prizes. Winner assumes all liability for any injury or damage caused from participation in the contest or use/redemption of any prize.
3. Entrants agree to be bound by the official contest rules and decisions of the judges.

Have Questions?

For more information about this contest or the Play Every Day campaign in general, please go to playeveryday.alaska.gov. Any questions about the contest should be directed to Ann Potempa, 907-269-3433 or playeveryday@alaska.gov. When emailing, please include PSA Video Contest in the email subject line.

